

REMARKS

Favorable reconsideration of this application in light of the following discussion is respectfully requested.

Claims 1-3 and 10-12 have been amended to specify information being provided to the traveler(s) while traveling. The amended language is supported by the originally filed specification.¹ No new matter has been added and approval and entry of the amended claims are respectfully requested.

In response to the rejections of Claims 1-12 under 35 USC §102(e) as anticipated by US Patent 6,842,37 to Stiles et al. (hereinafter "Stiles"), in light of the amended claims, Applicants respectfully request reconsideration.

Regarding to rejection of independent Claims 1-3 and 10-12, Applicants respectfully submit that by amending the claims to recite that the broadcasting of the relevant information takes place **while the travelers are traveling**, the claims patentably distinguish from Stiles. An object of the present invention is to provide travelers with necessary advertising information at optimal timings and optimal points, elevating the effectiveness of advertising on the users. In other words, advertising information is related to a travel location that a traveler is currently visiting. The information is provided to the traveler at the travel location, the travel location being part of the original travel schedule or an updated travel schedule, thereby improving the responsiveness of advertising. In contrast, Stiles teaches providing information in a planning stage or prior to traveling.² Accordingly, Applicants respectfully request reconsideration of the rejection based on Stiles.³

Claims 4-9 depend from claim 3 and inherit the patentable features thereof. Thus, it is respectfully submitted that claims 4-9 also patentably distinguish over the prior art.

In accordance to the foregoing, it is respectfully submitted that all outstanding rejections have been overcome and all pending claims patentably distinguish over the prior art. Applicants

¹ See Specification, page 6 lines 1-3.

² See Stiles Abstract.

³ See MPEP 2131: "A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference," (Citations omitted) (emphasis added). See also MPEP 2143.03: "All words in a claim must be considered in judging the patentability of that claim against the prior art."

respectfully submit that the application is in condition for allowance.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

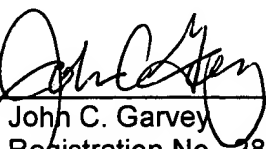
Respectfully submitted,

STAAS & HALSEY LLP

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3-28-06

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